



# **Coastal Resources and Fisheries Conservation (CRFC) in the Sulu Sulawesi Seas Marine Ecoregion Program (Tawi-Tawi Component)**

**Quarterly Performance Progress Report  
(January to March 31, 2004)**

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## List of Acronyms

ARMM – Autonomous Region in Muslim Mindanao  
BBRMCI – Banate Bay Resource Management Council, Inc.  
CRFC – Coastal Resources and Fisheries Conservation  
CRMP – Coastal Resources Management Project  
DA – Department of Agriculture  
DAF – Department of Agriculture and Fisheries  
DAR – Department of Agrarian Reform  
DENR – Department of Environment and Natural Resources  
Dept Ed – Department of Education  
DTI - Department of Trade and Industry  
FISH – Fisheries Improved for Sustainable Harvest  
GEM – Growth for Equity in Mindanao  
ICEC - Information, Communication, Education and Capacity Building  
LGU – Local Government Units  
MPA. – Marine Protected Area  
MSU – Mindanao State University  
NGAs - National Government Agencies  
NGO – Non-Government Organization  
NIACDEV – Northern Iloilo Alliance for Coastal Development  
NRMAC – Northern Negros Resource Management Council  
MUFTI –Muslim Upliftment Foundation of Tawi-Tawi, Inc.  
PAO – Provincial Agriculture Officer  
PENRO – Provincial Environment and Natural Resources Officer  
PFO – Provincial Fisheries officer  
PO's – People's Organizations  
PPDO – Provincial Planning and Development Office  
SB – Sangguniang Bayan  
SSME – Sulu Sulawesi Marine Ecoregion  
WWF – World Wildlife Fund  
USAID – United States Assistance for International Development

## **Summary**

Building of partnerships is the cornerstone of implementation for this project. As such, the activities for the first Quarter of 2004 focused on getting to know the local community, government and industry partners and their programs, and to access capacity coastal resource management. The consultation period was also an excellent opportunity for the partners to understand the vision, mission, and goals of WWF as a conservation organization, the principles that it adheres to and what the Coastal Resources and Fisheries Conservation Project aims to achieve in the next three years. The project reached out to the major partners and is now working on collaborative mechanisms to make these partnerships effective and sustainable.

To determine the capacity for conservation and management, a site grading tool has been used to assess present status of coastal resource management in terms of human resources, training in conservation, institutional mechanisms, equipment and facilities, and local policies and laws related to conservation and budget allocation for resource management. The assessment, to be completed April 2004, shall also determine the training requirements of project stakeholders.

WWF is now working to obtain accreditation in the regional council of Muslim Mindanao (ARMN) in order to generate support and participation from government agencies, local development councils, and fisheries and aquatic resources council at the provincial and municipal levels. The local government units and communities have expressed deep appreciation of the timeliness of the intervention and the entry of WWF.

The Information, Communication, Education and Capacity Building plan (ICEC) for the project has been finalized. Constituency through environmental education is now slowly being built using the network of schools of MSU and Department of Education, Notre Dame, NGOs, DENR and DA staff as the core group of partners for ICEC. This networked group of partners, is also the target of the WWF membership campaign to generate mass base project support. Use of radio and television facilities has been explored and this May, an Environmental Program on the Air shall start at the local radio station, DXGD every Saturday, 4:00-5:00 P.M.

The first two quarters of 2004 are within the period of a crucial political exercise because of the national elections scheduled for May. To avoid any suspicion of partisanship or political color to our initiatives, project management decided to focus on setting up of the site management office, doing orientations and securing buy-in from different partners, training and baseline assessments, conducting general ICEC work, and exploring potential areas of collaboration with the private sector.

## **1. Background**

The Sulu-Sulawesi Marine Ecoregion (SSME) lies at the center of the Coral Triangle known to be the world's center of marine biodiversity. Threats from over fishing, destructive fishing practices, increase in human population, direct habitat destruction, however continually plague long term viability of the ecoregion. In addition, social, economic and biological impacts of these threats are now widely manifested.

In a Biological Vision Workshop conducted by WWF, the Sulu Archipelago Reef Complex which includes Tawi-Tawi, was identified as globally important and a priority conservation area not only because of its high biological diversity, but also because of the threats affecting this area. In response, and building on the successes of previous and on-going projects on coastal and fisheries conservation, WWF-Philippines proposed the implementation of the three-year Coastal and Fisheries Conservation Project (CRFC) in the Sulu Sulawesi Marine Ecoregion with Tawi-Tawi and four other sites as focus areas: Batangas, Northern Palawan, Bohol and Cebu.

Our approach is in line with the United States Agency for International Development (USAID) program for strengthening local governance and environmental management. The project will also build on the lessons learned and alliance building experiences of the CRMP which was a joint project of USAID and DENR.

## **2. Program Design**

Recognizing the rapid deterioration of the country's coastal ecosystems and the corresponding decline in fisheries catch due to a host of threats, the establishment of marine protected areas and coastal resources management initiatives have demonstrated evidence of beneficial effects on fisheries and biodiversity conservation. Due to some level of success of small and community managed reserves, and Coastal Resources Management (CRM) sites in many parts of the country, the project is designed to develop and nurture partnerships among the Local Government Units (LGUs), National Government Agencies (NGAs), People's Organizations (PO's), Non-Government Organizations (NGOs), academic and research institutions and the private sector to promote coastal resource management or MPA management as appropriate.

The overall goal of the project is to conserve the full range of marine biodiversity and resources in the SSME by enhancing the participation and capacities of local institutions and organizations including business, individually and collectively, to manage marine protected areas in priority conservation seascapes in the SSME.

The Project objectives are as follows:

- Improved participation by and coordination among local communities, NGOs, and government representatives, and the private sector to enhance MPA management and coastal management.
- Establishment of and/or strengthened management in, at least two MPAs in each of the five sites, i.e. Batangas, Northern Palawan, Cebu, Bohol, and Tawi-Tawi
- Increased support for the protection of marine and coastal resources by the private sector.

### 3. Program Performance

The first year is devoted to generation of buy-in, constituency building and building capability for coastal resources management and/or MPAs, and generation of baseline information for management. Attached as Appendix 1 and Appendix 2 are the Three (3) Year Implementation Plan and the Annual Work Plan for 2004, respectively. Hereunder are matrices of Tasks, Activities and Accomplishments for the First Quarter of 2004 broken down according to the major objectives of the project.

#### **Objective 1. Improved participation by and coordination among local communities, NGOs, and government representatives, and the private sector to enhance MPA management and coastal management.**

Task	Activities	Accomplishments	Issues/problems encountered	Remedial measures/deviation
<i>Activity 1.1 - Identify and Expand Existing Learning Networks</i>	1.1.1. Identify and assess existing learning networks/ alliances and peer organizations involved in MPA management, environmental protection and conservation	Compiled profiles and accomplishment reports of NIACDEV, NARMAC, BBRMCI, Lake Lanao Area Development Management Alliance		Trying to access reports of the Sarangani Bay Management Council
<i>Activity 1.3 - Establish Mentoring/ Partnering Relationships:</i>	1.3.1. Conduct of orientation meetings on WWF and the CRFC with the stakeholders/ potential partners	Conducted orientation and focused group discussions with the following: <ul style="list-style-type: none"> <li>• ARMM Regional Governor Parouk Hussin and DAF Director Abdulhan Sabdani</li> <li>• Governor Rashidin Matba, PPDO and Sanggunian Panlalawigan members</li> <li>• PAO Prof. Sangkula Tindick and</li> </ul>	<ul style="list-style-type: none"> <li>• Geographic distance of Mapun and lack of transportation facilities hampered plan to travel to</li> </ul>	Met with Mayor Tan of Mapun with the local officials in Zamboanga to brief them about WWF and the

Task	Activities	Accomplishments	Issues/ problems encountered	Remedial measures/ deviation
		<p>PFO Faizal Najul and staff</p> <ul style="list-style-type: none"> <li>• PENRO Hadji Jonel Monel and staff</li> <li>• DTI Director Moh. Sha and staff</li> <li>• DAR Kresler Romero and staff</li> <li>• Philippine National Police Supt. Hassan Eya and staff</li> <li>• Philippine Coast Guard (Philippine Coast Guard Auxiliary –Comdr. Fatima Arola and members</li> <li>• Philippine Marines Col. Pelonia and staff</li> <li>• Municipality of Languyan headed by Mayor Hasbi Matba, Municipality of Sitangkai headed by Mayor Tiblan Ahaja and Municipality of Mapun headed by Mayor Nickerson Tan with their respective MPDOs and members of SB and barangays</li> <li>• Mindanao State University – TCTO</li> <li>• MSU-TCTO Research and Development Foundation</li> <li>• Mindanao Upliftment Foundation for Tawi-Tawi, Inc (MUFTI) and Tarbilang Foundation</li> <li>• FISH</li> <li>• PATH Foundation</li> <li>• GEM</li> <li>• Tabang Mindanao</li> <li>• Marine Aquarium Council</li> <li>• Tawi-Tawi Chamber of Commerce and Industries headed by Dr. Jainal Hamad</li> <li>• Tawi-Tawi Seaweeds Industry Association</li> <li>• Live food fish traders with Mr. Johnny Dua as contact person</li> </ul> <p>Organized the Core Group of Partners at the Site Management Office Level</p>	the area.	project and solicit their support

**Objective 2. Establishment of and/or strengthened management in, at least two MPAs in each of the five sites, i.e. Batangas, Northern Palawan, Cebu, Bohol, and Tawi-Tawi**

<b>Task</b>	<b>Activities</b>	<b>Accomplishments</b>	<b>Issues/problems encountered</b>	<b>Remedial measures/deviation</b>
<i>Activity 2.1- Support to Research for Management and Informed-Decision Making:</i>	2.1.2 Identify of locally based consultants/NGOs who can conduct the baseline studies	List of possible locally consultants with their curriculum vitae's in database  Design for baseline assessments for MPA suitability and CRM planning being finalized	No CRM specialist qualified among the local applicants	Recruit the most qualified and provide time for the learning curve
<i>Activity 2.2- Conduct of Trainings Programs:</i>	2.2.1. Conduct of site grading in the project sites and assess capability and training needs potential partners	Site grading not yet completed  Training needs assessment still to be finalized	Responsible officials to give data or information some items not available	
<i>Activity 2.3- Support to Policy and Legislation:</i>	2.3.1. Review relevant environmental/ fisheries laws/Orders	Complied and encoded in database		

**Objective 3. Increased support for the protection of marine and coastal resources by the private sector.**

<b>Task</b>	<b>Activities</b>	<b>Accomplishments</b>	<b>Issues/problems encountered</b>	<b>Remedial measures/deviation</b>
<i>Activity 3.1 - Identification of opportunities and ways by which businesses support MPA management:</i>	3.1.1. Potential private sector partners have been identified	Important private sector partners have been briefed about WWF and CRFC through the Tawi-Tawi Chamber of Commerce and Industry	Locally based private sector partners are dependent on their capitalists outside of the province	
<i>Activity 3.2- Establish partnerships to support MPA management and improve coastal management.</i>	3.2.1. Work for the accreditation of WWF as a recognized NGO at the local level so it can enter into partnerships	Initial discussions have been done at the local level and requirements for accreditation are being secured.		



Task	Activities	Accomplishments	Issues/problems encountered	Remedial measures/deviation
<i>Activity 3.4 - Assessment of Existing Information, Education and Communications (IEC) and Outreach Program and Identification of Critical Needs and Appropriate IEC Strategy:</i>	<p>3.4.1. Identify critical needs and appropriate IEC strategy for Muslim/IPs.</p> <p>3.4.2. Build constituency for environmental education using the network of schools of MSU and Dept Ed, NGOs and private sector, radio and television facilities</p>	<p>IEC plan suited for Muslim/indigenous communities being finalized</p> <p>Started discussions with DepEd, Notre Dame, DXGD, and MSU for environmental education program</p>	No IEC officer has qualified yet.	Trying to scout still for local talent. If none, will get one who is trainable.
<i>Activity 3.5 - Production of IEC materials and Delivery of IEC activities to target clients:</i>	<p>3.5.1. Produce conservation messages</p> <p>3.5.2 Preparation of IEC plan</p>	<p>Conservation messages compiled for packaging in print or broadcast format.</p> <p>ICEC plan finalized</p> <p>Preparation for participation in Earth Day Celebration (April 22), Ocean Month (May), World Environment Day (June 5), through Summer Ecological Youth Camps and other activities with conservation partners</p>		
<i>Activity 3.7 - Develop Outreach Tools:</i>	3.7.1. Prepare the format and set up radio program for environmental education	Environmental Education of the Air will start in May in partnership with DENR and DA		

#### 4. Monitoring and Evaluation

This project shall use the monitoring and evaluation instrument that has been designed by WWF-Philippines to measure efficiency and effectiveness of project implementation in relation to project plan and targets of the WWF Oceans and Coasts program. This is being done on a semi-annual basis with January and July as the evaluation periods. A quarterly meeting will also be conducted to check on progress or problems within the quarter. The Vice President for Programs and Assistant Vice President for Field Operations also require monthly updates to assess if activities are on track or if there are some pressing problems or issues requiring response.

## **5. Review of Human Resources, Financial and Administrative Management**

### **a. Human Resources and Administrative Management**

The personnel complement of this project has not yet been completed. Immediately upon the mobilization of this project, an announcement of personnel requirement and invitation for applicants was published in the Zamboanga Times, a regional newspaper, and a similar announcement was posted in offices, schools and the Mindanao State University Campus. The notice of vacancy was also announced at the local radio station, DXGD. We received a total of 25 applicants for CRM Specialist, 3 for Fishery Officer, 3 for Administration and Finance Officer, 3 for Cashier and 1 for IEC Officer positions. The majority of the applicants for CRM specialist were BS marine biology or fisheries graduates of the Mindanao State University but most of them lack experience in coastal resource management/fisheries management work. There is one applicant who has experience with the TOUCH Foundation in Misamis Oriental and Camiguin but she does not have the facility of the language and does not have a keen understanding of the culture of the area.

Not one of the applicants for Administration and Finance Officer qualified considering the requirements of the position and the terms of reference. Another announcement was posted in the hope of receiving more applications. So far, only the positions of Cashier and Fishery Office have been recommended for appointment.

In terms of administration, the site management office in Bongao was established at the Mindanao State University Campus in Sanga-Sanga, temporarily housed in the extension of the Program Manager's cottage. Office fixtures have already been procured but the project is encountering severe outages in power supply from the Tawi Tawi Electric Cooperative so the project manager brought his personal generator to Bongao as back up power supply.

### **b. Financial Status**

Please refer to a separate Financial Report

## **6. Lessons Learned and Long Term Implications**

The project has only started and lessons learned in the course of implementation will be discussed in future reports.

PROJECT IMPLEMENTATION PLAN – CRFC in the SSME

Appendix 1. IMPLEMENTATION PLAN (2004 – 2006)

Objectives	Expected Outcomes	Activities	Year 1	Outputs	Year 2	Year 3
1. Improved participation by and coordination among local communities, NGOs, and government representatives, and the private sector to enhance MPA management and coastal management;	<ul style="list-style-type: none"> <li>• Adoption of best management practices and application of practical tools through increased coordination and participation</li> <li>• Relationships foster common approaches to protecting common resources, including coral and coastal zones, to preserve the long-term viability of critical ecosystems and to protect the coastal-based economies.</li> <li>• Networks remain a dynamic partnership, constantly seeking continuous improvement by seeking new</li> </ul>	<p><i>Activity 1.1 - Identify and Expand Existing Learning Networks:</i></p> <p><i>Activity 1.2 - Develop and Share Portfolio of Tools:</i></p>	<p>1.1.1. Identify and assess existing learning networks/alliances and peer organizations involved in MPA management, environmental protection and conservation</p> <p>1.1.2. Identify stakeholders and potential partners in resource management among the LGU and NGAs, private sector, NGO's, PO's, Indigenous peoples, traditional and religious leaders, etc.</p> <p>1.1.3. Form a pool of technical experts who can be tapped in various project requirements like for capacity building of institutions and organizations</p> <p>1.1.4. Document/collect best practices and lessons learned from conservation projects.</p> <p>1.2.1. Conduct a gap analysis to identify mismatch/divergence between the project document and actual project requirements based</p>	<p>Annotated directory of learning networks and peer organizations highlighting the lessons learned from these networks</p> <p>Information bank of major stakeholders which include data on mandates, thrusts, VMG's and other information</p> <p>Experts pool organized and their curriculum vitae compiled</p> <p>Best practices and lessons learned codified and manualized</p> <p>Gap analysis and recommendations completed and submitted</p>	<p>Adoption of peer-learning program among the LGUs, private sector for CRM or MPA management</p> <p>Strengthen capacity of stakeholders/partners</p> <p>Use of best practices and lessons learned to improve local capacity for management</p>	<p>Strengthen peer learning program</p> <p>Continue to assist the networks in undertaking the gap analysis,</p>

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## PROJECT IMPLEMENTATION PLAN – CRFC in the SSME

Objectives	Expected Outcomes	Activities	Year 1	Outputs	Year 2	Year 3
	participants and challenging existing participants to higher levels of performance.	<i>Activity 1.3 - Establish Mentoring/Partnering Relationships:</i>	<p>on consultations with stakeholders.</p> <p>1.2.2. Produce portfolio of tools like fact sheets, audio-visuals and best practice manuals and case studies.</p> <p>1.3.1. Conduct of orientation meetings on WWF and the CRFC with the stakeholders/potential partners</p> <p>1.3.2. Conduct series of stakeholders meetings and workshops to formulate mechanisms for partnership (stakeholder analysis, identifying roles and functions, sharing of resources, etc.)</p> <p>1.3.3. Identify and develop of mechanisms for networking and partnership (e.g. partnership agreements) among local government units. NGOs, private sector</p>	<p>Fact sheets, audio-visuals, manuals and case studies printed and shared.</p> <p>Process documentation of orientations submitted</p> <p>Seminar materials produced and proceedings compiled.</p> <p>Terms and conditions of partnership agreed upon</p>	<p>Portfolio of tools shared in “electronic networks”</p> <p>Assess appropriate multi-stakeholder network/alliance/council applicable for Tawi-Tawi</p> <p>Strengthen partnership</p>	<p>developing additional tools for improved management</p> <p>Fine tune mentoring/networking mechanism</p>
2. Establishment of and/or strengthened management in, at least two MPAs in each of the five sites,	• At least two MPAs established and/ or with improved management benchmarks such	<i>Activity 2.1- Support to Research for Management and Informed-Decision Making:</i>	2.1.1. Review of traditional knowledge and practices for management and Islamic traditions related to resource conservation	Traditional/Islamic knowledge and management practices related to resource conservation documented.	Feedback results of baseline studies and enhancement of the database	Advocacy for the sustained implementation of local policies contributing to regional, national and SSME

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PROJECT IMPLEMENTATION PLAN – CRFC in the SSME

Objectives	Expected Outcomes	Activities	Year 1	Outputs	Year 2	Year 3
i.e. Batangas, Northern Palawan, Cebu, Bohol, and Tawi-Tawi;	as management actions with appropriate stakeholders' participation including private sector; human and institutional capacity development and management actions implemented • Improved management benchmarks - management actions designed with appropriate participation, human and institutional capacity developed, and management actions implemented, multi-stakeholder partnership agreements forged and operationalized  • Improved CRM and fisheries policy processes – policy	<i>Activity 2.2- Conduct of Trainings Programs:</i>	2.1.2 Identify of locally based consultants/NGOs who can conduct the baseline studies  2.1.3. Conduct of baseline assessments for MPA suitability and CRM planning <ul style="list-style-type: none"><li>Fisheries assessment</li><li>Habitat assessment (coral reefs, seagrass, mangroves)</li><li>Fish visual census</li><li>Socio-economic profiling and resource use patterns</li></ul> 2.1.4 Establishment of database and management information system  2.2.1. Conduct of site grading in the project sites and assess capability and training needs of the stakeholders and potential partners  2.2.1. Develop and conduct	List of locally based consultants/NGOs updated.  Baseline study technical reports submitted        Database/MIS updated        Site grading tool and training needs assessment completed and report submitted	Develop biological and socio-economic monitoring protocols  Conduct policy research on different community-management systems and their appropriateness to the formulation of CRM or MPA management plan  Continue more in-depth researches in relation size, shape and placement of MPA or municipal reserves.  Establishment of appropriate management body  Assist LGUs in mapping resources through GIS and in delineation of municipal waters  Assess the feasibility of establishment of MPAs run and managed by local government units	policies  CRM or MPA management plan adopted and implemented   Strengthen and institutionalize CRM or MPA management       Continue capacity building program  Continue to assist in plan implementation

*Project Title:* Coastal Resources and Fisheries Conservation Project (CRFC Project) in the SSME

PROJECT IMPLEMENTATION PLAN – CRFC in the SSME

Objectives	Expected Outcomes	Activities	Year 1	Outputs	Year 2	Year 3
	<p>analyses, communication and educational activities to improve policies and their implementation, improved policies adopted by local, regional, national and ecoregional institutions, improved policy implementation, documented improvements in conservation as a result of policy implementation</p> <ul style="list-style-type: none"><li>• At least one (1) municipal ordinance on coastal waste minimization/ management in each of the five sites</li><li>• Researches on coastal resources and fisheries data as well as economics/ resource use data feed into</li></ul>	<p><i>Activity 2.3- Support to Policy and Legislation:</i></p>	<p>training programs necessary for building capacity of partners resource management, governance, and CRM or MPA planning and management.</p> <p>2.3.1. Review relevant environmental/fisheries laws/Executive Orders, Department Administrative Orders and carry out orientation seminars on LGU Code, RA 8550, and IPAS Law and pertinent environmental laws</p> <p>2.3.2. Assist in developing local legislation especially in solid waste management,</p> <p>2.3.3. Assist in finalizing Comprehensive Land Use Plan or CMDP</p> <p>2.3.4. Help build capacities of LGUs and NGAs in implementing environment and fishery laws</p>	<p>Training reports and evaluation and manuals submitted.</p> <p>Relevant environmental/fisheries laws/ordinances compiled</p> <p>Seminars on LGU Code/ Fisheries Code/ IPAS Law conducted</p> <p>Local ordinance on solid waste management passed</p> <p>CLUP or CMDP of municipalities finalized</p> <p>Four (one staff and three partners) trained in marine enforcement by DOI</p>	<p>Assist LGUS in the formulation and formulation of CRM Code or plan or appropriate fishery ordinance like the delineation of municipal waters and declaration of MPAs</p> <p>Development of CRM or MPA management plan using of the best management practices</p> <p>Assist in the monitoring of the implementation of the CMDP to incorporate the CRM or MPA management plan</p> <p>Conduct of trainings: deputation fish wardens and Para-legal</p>	<p>Strengthen the enforcement program and incorporating this in the</p>

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PROJECT IMPLEMENTATION PLAN – CRFC in the SSME

Objectives	Expected Outcomes	Activities	Year 1	Outputs	Year 2	Year 3
	<p>management planning and decision-making</p> <ul style="list-style-type: none"><li>• Adoption of environmentally-friendly coastal industry practices by the private sector due to sharing of information through peer and management networks in the SSME</li><li>• Adoption of appropriate long-term financing mechanisms that ensure conservation, protection and management of MPAs</li></ul>	<p><i>Activity 2.4- Promote conservation-linked industries and environment-friendly industry practices particularly on waste management:</i></p> <p><i>Activity 2.5- Develop sustainable financing for MPA management.</i></p>	<p>2.4.1. Prepare IEC materials on out of best management practices of environment friendly industries</p> <p>2.5.1. Study the existing sustainable financing mechanisms in WWF and other NGOs and NGAs and identify of the appropriate scheme for the project sites.</p> <p>2.6.1. Do protected area suitability</p>	<p>Existing enforcement initiatives of local government, Philippine National Police, Philippine Coast Guard evaluated</p> <p>Pertinent provisions of Regional (ARMM) policies/legislations, RA 8550 and RA 7160 and applications for enforcement assessed</p> <p>IEC materials containing best management practices produced and disseminated.</p> <p>Appropriate sustainable financing scheme identified</p>	<p>Form Batay Dagat, or enforcement volunteer brigade</p> <p>Feedbacking of results of baseline assessments to generate inputs from the community and private sector on how to effectively package IEC materials</p> <p>Conduct of willingness to pay surveys for the appropriate sustainable financing scheme for the area</p> <p>Share suitability study</p>	<p>annual municipal investment plan</p> <p>Information materials improved and upload into the web</p> <p>Adopt appropriate long-term financing mechanisms MPA management or CRM through local ordinance</p> <p>Campaign for increased investment of the local government and the private sector</p>

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PROJECT IMPLEMENTATION PLAN – CRFC in the SSME

Objectives	Expected Outcomes	Activities	Year 1	Outputs	Year 2	Year 3
		<i>Activity 2.6- Assessment of the feasibility of establishing a new MPA.</i>	study (technical and social acceptability) following IPAS or LGU Managed framework	MPA suitability assessment report submitted	results with partners and campaign for wider acceptability and willingness to manage protected areas.	Studies published as technical reports.
3.Increased support for the protection of marine and coastal resources by the private sector.	<ul style="list-style-type: none"> <li>•An IEC strategy targeted at coastal businesses</li> <li>•A set of IEC materials distributed to coastal businesses</li> <li>•Private sector share information on best environmental practices for the industry and how these practices contributes to MPA management</li> <li>•Adoption of best practices for environmental management and resource efficiency by coastal businesses</li> <li>•Private sector engagement and support to MPA/CRM</li> </ul>	<p><i>Activity 3.1 - Identification of opportunities and ways by which businesses in the coastal areas support MPA management:</i></p> <p><i>Activity 3.2- Establish partnerships with the private sector, government, NGO and local communities to support MPA management and improve coastal management.</i></p> <p><i>Activity 3.3- Establish partnerships</i></p>	<p>3.1.1. Identify important private sector partners and determine how they can support in coastal resources or MPA management</p> <p>3.1.2. Assess industry practices promoting conservation starting with the seaweed industry and live fish (food and aquarium)</p> <p>3.2.1. Work for the accreditation of WWF as a recognized NGO at the local level so it can enter into partnerships</p> <p>3.2.2. Identify and develop mechanisms for networking and partnership (like MOAs/MOUs, conservation contracts)</p>	<p>Buy-in/commitment of support of private sector partners generated.</p> <p>Assessment completed and recommendations shared with partners.</p> <p>Accreditation of WWF as local NGO secured</p> <p>Terms and conditions of the partnership agreed upon</p>	<p>Assess potential ecotourism sites and other industries (aquaculture, pearl culture, fish processing, etc.) for additional private sector support</p> <p>Enhance role of industry in resource management</p> <p>Strengthen foothold of WWF by acceptance as member of local boards or councils</p> <p>Forge partnerships agreements or conservation contracts</p>	<p>Provide technical assistance on strengthening the alliances especially the participation of the private sector</p> <p>Strengthen role of industry</p> <p>Widen acceptability of WWF as a local NGO.</p> <p>Strengthen or enhance capacity of the Multi-stakeholder Mentoring/Partnering relationships involving the private sector</p>

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PROJECT IMPLEMENTATION PLAN – CRFC in the SSME

Objectives	Expected Outcomes	Activities	Year 1	Outputs	Year 2	Year 3
	management	<i>between the private sector and appropriate partners to provide technical assistance in the adoption of clean technology.</i>  <i>Activity 3.4 - Assessment of Existing Information, Education and Communications (IEC) and Outreach Program and Identification of Critical Needs and Appropriate IEC Strategy:</i>  <i>Activity 3.5 - Production of IEC materials and Delivery of IEC activities to target clients:</i>  <i>Activity 3.6 -</i>	  3.4.1. Identify critical needs and appropriate IEC strategy for Muslim/indigenous communities.  3.4.2. Build constituency for environmental education using the network of schools of MSU and Dept Ed, NGOs and private sector  3.4.3. Develop an appropriate IEC materials to optimize participation of partners in resource management  3.5.1. Produce conservation messages especially targeting the private sector.  3.5.2. Conduct of round table discussions among peers and partners for marine conservation  3.6.1. Conduct cross visits to industries with best management	  IEC strategy appropriate for Muslim/Indigenous communities developed.  Support from academe, public school system, NGOs. LGU and private sector for environmental education secured.  Appropriate environmental IEC materials for project sites translated and laymanized for local use  Conservation messages generated in print and broadcast media  Support to marine conservation from the private sector, LGUs and NGOs generated  Participants share experiences in cross visits with colleagues	  3.3.1. Assist the private sector partners in identifying and installing environment friendly technologies.  Existing IEC materials further improved  Provide the technical inputs in the production of IEC materials for target partners based on assessment results in the native language with infusion of traditional knowledge and Islamic teachings  Institutionalize round table discussions as part of decision making for resource management  Cross visits to other sites	  Continue the technical assistance in promoting use of environment friendly technologies  IEC materials and strategies improved in preparation for adoption of partners in government, NGO and private sector and institutionalization of partnership or alliance  Manualize IEC materials  Partners carry out round table discussions with minimal participation from

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PROJECT IMPLEMENTATION PLAN – CRFC in the SSME

Objectives	Expected Outcomes	Activities	Year 1	Outputs	Year 2	Year 3
		<i>Conduct of Cross Visits and Round-Table Discussions on Project Outcomes:</i>  <i>Activity 3.7 - Develop Outreach Tools:</i>	practices and well managed CRM/MPA sites  3.7.1. Set up radio program for environmental education  3.7.2. Produce newsletters, posters, flyers to highlight conservation results and success stories	and implement whatever is doable especially in waste management  A public environmental education program on the air is sustained  Newsletters, flyers on success stories shared with partners and the general public.	  Continue environmental education program on the air with improvement in format  Continue producing improved newsletters and flyers	WWF   Evaluate and improve radio program for eventual turn over to partners
		Project Management	<ul style="list-style-type: none"><li>• Establishment of site management office in Bongao</li><li>• Evaluation of potential applicants and recruitment of staff</li><li>• Adoption of financial management system</li><li>• Procurement of ICEC and survey equipment, transportation facilities and supplies</li><li>• Establishment of communication system (email, radio and satellite phone)</li><li>• Preparation and submission of reports</li></ul>	Project Office established and operational  Project team constituted. New employees completed KKP Orientation Program	Preparation and submission of reports  Development of project monitoring and evaluation protocols  Implementation of M & E protocols  Project development for second phase of project	Preparation for project turn-over to local institutions  Improvement of project M & E instrument  Preparation for project external audit

*Project Title:* Coastal Resources and Fisheries Conservation Project (CRFC Project) in the SSME

PROJECT IMPLEMENTATION PLAN – CRFC in the SSME

Objectives	Expected Outcomes	Activities	Year 1	Outputs	Year 2	Year 3

## Attachment 2. Coastal Resources and Fisheries Conservation (Tawi-Tawi) WORK PLAN – 2004

Objectives	Task	Q1	Q2	Q3	Q4	Success indicators
1. 1. Improved participation by and coordination among local communities, NGOs, and government representatives, and the private sector to enhance MPA management and coastal management;	Activity 1.1 - Identify and Expand Existing Learning Networks	1.1.1. Identify and assess existing learning networks/alliances and peer organizations involved in MPA management, environmental protection and conservation	1.1.2. Identify stakeholders and potential partners in resource management among the LGU and NGAs, private sector, NGO's, PO's, Indigenous peoples, traditional and religious leaders, etc.  1.1.3. Form a pool of technical experts who can be tapped in various project requirements like for capacity building of institutions and organizations		1.1.4. Document/collect best practices and lessons learned from conservation projects and other initiatives in the area like LGSP-CIDA	Annotated directory of learning networks and peer organizations highlighting the lessons learned from these networks  Information bank of major stakeholders which includes data on mandates, thrusts, VMG's and other information  Experts pool organized and their curriculum vitae compiled  Best practices and lessons learned codified and manualized
	Activity 1.2 - Develop and Share Portfolio of Tools:			1.2.1. Conduct a gap analysis to identify mismatch/divergence between the project document and actual project requirements based on consultations with stakeholders.  1.2.2. Produce portfolio of tools like fact sheets, audio-visuals and best practice manuals and case studies.		Gap analysis and recommendations completed and submitted  Fact sheets, audio-visuals, manuals and case studies printed and shared.
	Activity 1.3 - Establish Mentoring/Partnerin g Relationships:	1.3.1. Conduct of orientation meetings on WWF and the CRFC with the stakeholders/potential partners	1.3.2. Conduct series of stakeholders meetings and workshops to formulate mechanisms for partnership (stakeholder analysis, identifying roles and functions, sharing of resources, etc.)	1.3.3. Identify and develop of mechanisms for networking and partnership (e.g. partnership agreements) among local government units. NGOs, private sector		Process documentation of orientations submitted  Seminar materials produced and proceedings compiled.  Terms and conditions of partnership agreed upon

<p>2. Establishment of and/or strengthened management in, at least two MPAs in each of the five sites, i.e. Batangas, Northern Palawan, Cebu, Bohol, and Tawi-Tawi;</p>	<p><i>Activity 2.1- Support to Research for Management and Informed-Decision Making:</i></p>	<p>2.1.2 Identify of locally based consultants/NGOs who can conduct the baseline studies</p>	<p>2.1.1. Review of traditional knowledge and practices for management and Islamic traditions related to resource conservation</p> <p>2.1.3. Conduct of baseline assessments for MPA suitability and CRM planning</p> <ul style="list-style-type: none"> <li>• Fisheries assessment</li> <li>• Habitat assessment (coral reefs, seagrass, mangroves)</li> <li>• Reef Fish assessment</li> <li>• Socio-economic profiling and resource use patterns</li> </ul>	<p>2.14. Establishment of database and management information system</p>	<p>Traditional/Islamic knowledge and management practices related to resource conservation documented.</p> <p>List of locally based consultants/NGOs updated.</p> <p>Baseline study technical reports submitted</p>
	<p><i>Activity 2.2- Conduct of Trainings Programs:</i></p>	<p>2.2.1. Conduct of site grading in the project sites and assess capability and training needs of the stakeholders and potential partners</p>	<p>2.2.1. Develop and conduct training programs necessary for building capacity of partners resource management, governance, and CRM or MPA planning and management.</p>		<p>Site grading tool and training needs assessment completed and report submitted</p> <p>Training reports and evaluation and manuals submitted.</p>

	<p><i>Activity 2.3- Support to Policy and Legislation:</i></p>	<p>2.3.1. Review relevant environmental/fisheries laws/Executive Orders, Department Administrative Orders.</p> <p>2.3.2 Training of local counterparts in Marine Enforcement conducted by the DOI</p>	<p>2.3.3. Assist in developing local legislation especially in solid waste management,</p> <p>2.3.3. Assist in finalizing Comprehensive Land Use Plan or CMDP</p> <p>Carry out orientation seminars on LGU Code, RA 8550, and IPAS Law and pertinent environmental laws</p>	<p>2.3.4. Help build capacities of LGUs and NGAs in implementing environment and fishery laws</p>	<p>Relevant environmental/fisheries laws/ordinances compiled</p> <p>Seminars on LGU Code/ Fisheries Code/ IPAS Law conducted</p> <p>Local ordinance on solid waste management passed</p> <p>CLUP or CMDP of municipalities finalized</p> <p>Four (one staff and three partners) trained in marine enforcement by DOI</p> <p>Existing enforcement initiatives of local government, Philippine National Police, Philippine Coast Guard evaluated</p> <p>Pertinent provisions of Regional (ARMM) policies/legislations, RA 8550 and RA 7160 and implications for enforcement assessed</p>
	<p><i>Activity 2.4- Promote conservation-linked industries and environment- friendly industry practices particularly on waste management:</i></p>		<p>2.4.1. Prepare IEC materials on out of best management practices of environment friendly industries</p>		<p>IEC materials containing best management practices produced and disseminated.</p>

	<i>Activity 2.5- Develop sustainable financing for MPA management.</i>			2.5.1. Study the existing sustainable financing mechanisms in WWF and other NGOs and NGAs and identify of the appropriate scheme for the project sites.	Appropriate sustainable financing scheme identified
	<i>Activity 2.6- Assessment of the feasibility of establishing a new MPA.</i>			2.6.1. Do protected area suitability study (technical and social acceptability) following IPAS or LGU Managed framework	MPA suitability assessment report submitted
	<i>Activity 3.1 - Identification of opportunities and ways by which businesses in the coastal areas support MPA management.</i>	3.1.1. Identify important private sector partners and determine how they can support in coastal resources or MPA management		3.1.2. Assess industry practices promoting conservation starting with the seaweed industry and live fish (food and aquarium)	Buy-in/commitment of support of private sector partners generated.  Assessment completed and recommendations shared with partners.
	<i>Activity 3.2- Establish partnerships with the private sector, government, NGO and local communities to support MPA management and improve coastal management.</i>	3.2.1. Work for the accreditation of WWF as a recognized NGO at the local level so it can enter into partnerships		3.2.2. Identify and develop mechanisms for networking and partnership (like MOAs/MOUs, conservation contracts	Accreditation of WWF as local NGO secured  Terms and conditions of the partnership agreed upon

	<i>Activity 3.3- Establish partnerships between the private sector and appropriate partners to provide technical assistance in the adoption of clean technology.</i>					
	<i>Activity 3.4 - Assessment of Existing Information, Education and Communications (IEC) and Outreach Program and Identification of Critical Needs and Appropriate IEC Strategy:</i>	3.4.1. Identify critical needs and appropriate IEC strategy for Muslim/indigenous communities.  3.4.2. Build constituency for environmental education using the network of schools of MSU and Dept Ed, NGOs and private sector, radio and television facilities		3.4.4. Develop an appropriate IEC materials to optimize participation of partners in resource management . (Tropang ISDA and Project LIFE as entry materials)		IEC strategy appropriate for Muslim/Indigenous communities developed.  Support from academe, public school system, NGOs. LGU and private sector for environmental education secured.  Appropriate environmental IEC materials for project sites translated and laymanized for local use



	<i>Activity 3.5 - Production of IEC materials and Delivery of IEC activities to target clients:</i>	<p>3.5.1. Produce conservation messages especially targeting the private sector through conduct of round table discussions among peers and partners for marine conservation</p> <p>3.5.2 Preparation of IEC plan</p>	<p>3.5..3. Participation in Earth Day Celebration (April 22), Oceans Month (May), World Environment Day (June 5), through Summer Ecological Youth Camps; participation in International Coastal Clean-up Day (Sept. 21), International Day of Biological Diversity (Sept. 22).</p> <p>3.5. 4. Use important historical events such Mapun Day (Aug. 15), Tawi-Tawi Founding Anniversary and Seaweeds Festival (Sept. 27) and Languyan Day (Sept. 5) Badjao Pag-Omboh Festival in Sitangkai (October 10) as IEC avenues</p> <p>3.5.5 Participation in Fisheries Conservation Week (October 21)</p>		<p>Conservation messages generated in print and broadcast media</p> <p>Support to marine conservation from the private sector, LGUs and NGOs generated</p>
	<i>Activity 3.6 - Conduct of Cross Visits and Round-Table Discussions on Project Outcomes:</i>			3.6.1. Conduct cross visits to industries with best management practices and well managed CRM/MPA sites	Participants share experiences in cross visits with colleagues and implement whatever is doable especially in waste management
	<i>Activity 3.7 - Develop Outreach Tools:</i>	3.7.1. Prepare the format and set up radio program for environmental education		3.7.2. Produce newsletters, posters, flyers to highlight conservation results and success stories	<p>A public environmental education program on the air is sustained</p> <p>Newsletters, flyers on success stories shared with partners and the general public.</p>

	Project Management	<p>Establishment of site management office in Bongao</p> <p>Evaluation of potential applicants and recruitment of staff</p> <p>Adoption of financial management system</p> <p>Procurement of ICEC and survey equipment, transportation facilities and supplies</p> <p>Establishment of communication system (email, radio and satellite phone)</p> <p>Setting up of coordinating offices in the three project sites</p> <p>Fine-tuning of the Implementation Plan and the Annual Work and Financial Plan</p> <p>Submission of the quarterly report</p>	<p>Submission of the quarterly progress performance and financial reports for the first quarter</p> <p>Semestral review and submission of the subsequent annual plan</p> <p>Site grading for conservation and project M&amp;E protocols adopted</p> <p>Annual KKP General Assembly</p>	<p>Submission of the quarterly progress performance and financial reports for the second quarter</p> <p>Submission of the subsequent implementation plan</p>	<p>Submission of the quarterly progress performance and financial reports for the third quarter</p>	<p>Site management office established and personnel/equipment complements satisfied</p> <p>Financial management system fine tuned</p> <p>Reports regularly submitted</p>
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